

## **DESIGN AS STRATEGY CASE STUDIES - Part 2**

### *STUDI KASUS DESAIN SEBAGAI STRATEGI – Bagian 2*

#### **PROLOGUE**

*JSDIS Vol. 6 Edition 1 continues the discussion of Design as Strategy case studies that began in JSDIS Vol. 5 Editions 1 and 2. JSDIS Vol. 6 Editions 1 and 2 are also special editions that are related to the National Seminar on Social Design (<https://snds.uph.edu/>, <https://ojs.uph.edu/index.php/SNDS/index>), and the International Conference on Social Design (ICSD) (<https://ojs.uph.edu/index.php/ICSD/index>) which was just completed by the Faculty of Design, Pelita Harapan University on 4<sup>th</sup>-5<sup>th</sup> September, 2024. The themes raised by SNDS and ICSD 2024 are in accordance with the discussion themes of JSDIS Vol. 5, namely: Design as Strategy, with 3 sub-themes for discussion: Body of Knowledge, Innovation and Contribution to Social Change.*

#### **PROLOG**

JSDIS Vol. 6 Edisi 1 melanjutkan pembahasan studi-studi kasus Desain sebagai Strategi yang dimulai sejak JSDIS Vol. 5 Edisi 1 dan 2. JSDIS Vol. 6 Edisi 1 dan 2 juga merupakan edisi khusus yang berkelindan dengan pelaksanaan Seminar Nasional Desain Sosial (SNDS) (<https://snds.uph.edu/>, <https://ojs.uph.edu/index.php/SNDS/index>) dan International Conference on Social Design (ICSD) (<https://ojs.uph.edu/index.php/ICSD/index>) yang baru saja selesai dilaksanakan oleh Fakultas Desain, Universitas Pelita Harapan (UPH) pada tanggal 4-5 September 2024 lalu. Tema yang diangkat SNDS dan ICSD 2024 berkesesuaian dengan tema pembahasan JSDIS Vol. 5, yaitu: Desain sebagai Strategi, dengan 3 sub tema bahasan: Dasar Keilmuan, Inovasi dan Kontribusi pada Perubahan Sosial.

*There were 110 papers submitted, with 13 papers specifically dissecting the discussion on the Design as Strategy Body of Knowledge, 47 papers discussing Innovation in Design as Strategy, and 50 papers explaining how the Design as Strategy contribute to social change. The speakers were comes from 5 countries (Indonesia, United States, Japan, Singapore, India), with a national distribution are from 5 regions (Jakarta, Tangerang, Yogyakarta, Surakarta, Surabaya), 4 international educational institutions (School of Architecture, College of Design, Construction and Planning, University of Florida; Keio Media Design, Graduate School of Media Design, Keio University, Japan; Singapore Polytechnic; Product Design, National Institute of Design, India), and 5 national educational institutions (Faculty of Creative Industries, Ciputra University, Surabaya; Architecture Study Program, Pembangunan Jaya University, South Tangerang; Faculty of Architecture and Design, Duta Wacana Christian University, Yogyakarta; Faculty of Fine Arts and Design, Sebelas Maret University (UNS), Surakarta; Faculty of Design and Creative Industries, Esa Unggul University, Jakarta), besides Faculty of Design, Pelita Harapan University.*

Ada 110 makalah yang masuk dengan perincian 13 makalah yang secara khusus membedah dasar keilmuan, 47 makalah yang membahas inovasi, dan 50 makalah menuturkan kontribusi desain untuk perubahan situasi sosial. Sebaran pemakalah berasal dari 5 negara (Indonesia, Amerika Serikat, Jepang, Singapura, India), dengan sebaran nasional dari 5 daerah (Jakarta, Tangerang, Yogyakarta, Surakarta, Surabaya), 4 institusi pendidikan Internasional (School of Architecture, College of Design, Construction and Planning, University of Florida; Keio Media Design, Graduate School of Media Design, Keio University, Japan; Singapore Polytechnic, Product Design, National Institute of Design, India), dan 5 institusi pendidikan Nasional (Fakultas Industri Kreatif, Universitas Ciputra, Surabaya; Program Studi Arsitektur, Universitas Pembangunan Jaya, Tangerang Selatan; Fakultas Arsitektur dan Desain, Universitas Kristen Duta Wacana, Yogyakarta; Fakultas Seni Rupa dan Desain, Universitas Sebelas Maret (UNS), Surakarta; Fakultas Desain dan Industri Kreatif, Universitas Esa Unggul, Jakarta) selain Fakultas Desain, Universitas Pelita Harapan.

*With the results of SNDS and ICSD 2024 further expanding its network in discussing Design as a Social Innovation Strategy, JSDIS Vol. 6, Editions 1 and 2 discuss selected papers from SNDS and ICSD 2024 that best represent the discussion of Design as a Strategy that works at the 3 levels of sub-themes, mentioned above: Body of Knowledge, Innovation and Contribution to Social Change.*

Dengan hasil SNDS dan ICSD 2024 yang semakin meluaskan jaringannya dalam pembahasan Desain sebagai Strategi Inovasi Sosial, maka JSDIS Vol. 6, Edisi 1 dan 2 membahas makalah-makalah pilihan dari SNDS dan ICSD 2024 yang paling dapat mewakili pembahasan Desain sebagai Strategi yang bekerja di dalam 3 tataran yang telah disebutkan di atas: Dasar Keilmuan, Inovasi dan Kontribusi pada Perubahan Sosial.

*JSDIS Vol. 6, Edition 1 has 7 papers that will be discussed. 3 papers come from the 2024 National Seminar on Social Design (SNDS):*

- 1. Aiko, Lee, Anggraini from the Faculty of Creative Industries, Ciputra University, Surabaya discussed the sense of place (Steele, 1981) of a Korean restaurant in Surabaya through critical analysis of physical factors and user behavior (Han & Hyun, 2020).*
- 2. Trissenda, Mahendra and Harjani from the Faculty of Architecture and Design, Duta Wacana Christian University, Yogyakarta discussed designing basic mathematics learning media in one of the State Elementary Schools in the Yogyakarta area (Nasaruddin, 2015).*
- 3. Rudi and Wiradinata from the Department of Interior Design, Faculty of Design, Pelita Harapan University, Tangerang discussed the strategy of design consultant office in applying design principles through a creative approach (Coleman, 2002; Sternberg, 2002).*

Pada JSDIS Vol. 6, Edisi 1 ini ada 7 makalah yang akan dibahas. 3 makalah berasal dari Seminar Nasional Desain Sosial (SNDS) 2024. Makalah-makalah tersebut adalah:

1. Aiko, Lee, Anggraini dari Fakultas Industri Kreatif, Universitas Ciputra, Surabaya membahas tentang *sense of place* (Steele, 1981) sebuah restoran Korea di Surabaya melalui analisis kritis terhadap faktor fisik dan perilaku penggunaannya (Han & Hyun, 2020).
2. Trissenda, Mahendra dan Harjani dari Fakultas Arsitektur dan Desain, Universitas Kristen Duta Wacana, Yogyakarta membahas tentang perancangan media pembelajaran Matematika Dasar di salah satu Sekolah Dasar Negeri (SDN) di daerah Yogyakarta (Nasaruddin, 2015).
3. Rudi dan Wiradinata dari Program Studi Desain Interior, Fakultas Desain, Universitas Pelita Harapan, Tangerang membahas tentang strategi kantor konsultan desain dalam menerapkan prinsip desainnya melalui pendekatan kreatif (Coleman, 2002; Sternberg, 2002).

*Meanwhile, 4 papers come from the 2024 International Conference on Social Design (ICSD):*

1. *Edgar, Srinaga, Thiodore from the Department of Architecture, Faculty of Design, Pelita Harapan University, Tangerang discussed strategies for increasing the sensory experience of Gen Z (Gen Z Statistics, 2023) through designing multi-sensory social spaces (Lupton & Lipps, 2018).*
2. *Zulkarnain from the Department of Visual Communication Design, Faculty of Design, Pelita Harapan University, Tangerang discussed the role of digital media in contemporary culture (McLuhan in Friesen, 2011) through a phenomenological perspective (Moustakas, 1994; Sugiharto, 2019).*
3. *Widyastuti, Fuad, and Susanto from the Faculty of Design and Creative Industries, Esa Unggul University, Jakarta discussed improving children's creative processes at Early Childhood Education institutions in the Serang area, Banten through a participatory design approach (Ferguson & Candy, 2014) using local cloth weaving skills.*
4. *Kholis, Budi and Nurcahyanti from the Faculty of Fine Arts and Design, Sebelas Maret University, UNS, Surakarta discussed the use of Artificial Intelligence (AI) to improve the quality of perspective effects to obtain elegant design compositions (Yao et al., 2022) in one of popular social media, Tik Tok (Zeng et al., 2021).*

Sedangkan 4 makalah berasal dari International Conference on Social Design (ICSD) 2024:

1. Edgar, Srinaga, Thiodore dari Program Studi Arsitektur, Fakultas Desain, Universitas Pelita Harapan, Tangerang membahas tentang strategi meningkatkan pengalaman sensoris Gen Z (Gen Z Statistic, 2023) melalui perancangan ruang sosial multi sensoris (Lupton & Lipps, 2018).
2. Zulkarnain dari Program Studi Desain Komunikasi Visual, Fakultas Desain, Universitas Pelita Harapan, Tangerang membahas tentang peran media digital dalam budaya kontemporer (McLuhan dalam Friesen, 2011) melalui cara pandang fenomenologis (Moustakas, 1994; Sugiharto, 2019).
3. Widyastuti, Fuad, dan Susanto dari Fakultas Desain dan Industri Kreatif, Universitas Esa Unggul, Jakarta membahas tentang meningkatkan proses kreatif anak-anak pada institusi Pendidikan Anak Usia Dini (PAUD) di daerah

Serang, Banten melalui pendekatan desain partisipatif (Ferguson & Candy, 2014) menggunakan ketrampilan khas menenun kain.

4. Kholis, Budi dan Nurcahyanti dari Fakultas Seni Rupa dan Desain, Universitas Sebelas Maret, UNS, Surakarta membahas tentang penggunaan *Artificial Intelligence* (AI) untuk meningkatkan kualitas efek perspektif guna mendapatkan komposisi desain yang elegan (Yao dkk., 2022) pada salah satu media sosial populer, Tik Tok (Zeng dkk., 2021).

*The 7 selected papers meet the 3 criteria for the definition of Design as a Strategy that I have argued in the prologue section of JSDIS Vol. 5 Edition 2 (Katoppo, 2024), namely:*

1. *That design is a combination of analytical and creative thinking through a series of processes and methods of cultivating knowledge, analysis, strategy and idea development. This means that design is user-centered and has the main goal of creating value (Grimsgaard, 2023).*
2. *Seeing design as a way of practice based on theory, followed by exploration and objectification of experience and discipline of subjectivity (Taggart, 2006).*
3. *Combining the activities of designing, researching and taking action in a particular social situation (Katoppo, 2017) to encourage social innovation with the aim of producing shared knowledge (Katoppo, 2017; 2018).*

Ke-7 makalah yang dipilih memenuhi 3 kriteria definisi Desain sebagai Strategi yang telah saya sampaikan pada bagian prolog JSDIS Vol. 5 Edisi 2 (Katoppo, 2024), yaitu:

1. Bahwa desain adalah perpaduan berpikir analitis dan kreatif melalui serangkaian proses dan metode penyemaian pengetahuan, analisis, strategi,serta pengembangan ide. Artinya desain berpusat pada pengguna dan memiliki tujuan utama untuk terjadinya penciptaan nilai (Grimsgaard, 2023).
2. Melihat desain sebagai cara berpraktik berlandaskan teori, diikuti oleh eksplorasi dan objektifikasi dari pengalaman serta pendisiplinan subjektivitas (Taggart, 2006).
3. Mengombinasikan aktivitas mendesain, meneliti, dan melakukan aksi dalam suatu situasi sosial tertentu (Katoppo, 2017) untuk mendorong terjadinya inovasi sosial dengan tujuan menghasilkan pengetahuan bersama (Katoppo, 2017; 2018).

*Please do enjoy reading Design as a Strategy case studies, aiming to build its discourse in this JSDIS Vol. 6 Edition 1!*

Selamat membaca studi-studi kasus pembangunan diskursus Desain sebagai Strategi pada JSDIS Vol. 6 Edisi 1 kali ini!

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**Website & OJS SNDS & ICSD 2024:**

<https://snds.uph.edu/>

<https://ojs.uph.edu/index.php/SNDS/index>

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